



KNXV

ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **304402 /** **Kirkpatrick for Congress 2012**

Original Date / Revision 09/25/12 09/25/12 Agency Com 15%

Billing Contact **1580 Lincoln Street**

Advertiser **Kirkpatrick / Democrat / Con**
Suite 510
Denver, CO 80203

Agency **Media Strategies and Resea**

Buying Contact Sales Office KNXVL

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Region LOC

Agency Ref

Primary Account Executive
KNXV House

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| KNXV House | 100% | | |

Order Sep 00:13:00

Estimate # **11366**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-6

Advertiser Ref

Order Share 15% Market Value 173666

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | % | 0 |
| KDRX | % | 0 |
| KPHO | % | 0 |
| KPNX | % | 0 |
| KPPX | % | 0 |
| KSAZ | % | 0 |
| KTVK | % | 0 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | % | 0 |
| UNKWN | 85% | 147616 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 61 | \$22,142.50 | \$26,050.00 | 0.00 |
| Totals | 61 | \$22,142.50 | \$26,050.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/15/12 | 61 | \$22,142.50 | \$26,050.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 1 | KNXV | 10/09/12 | 10/15/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | 11111-- | :30 | 5 | \$150.00 | P-6 | 0.00 | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | - 1111-- | | 4 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | 1----- | | 1 | | | | \$150.00 | | 0.00 | | | |
| 2 | KNXV | 10/09/12 | 10/15/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | 22222-- | :30 | 10 | \$150.00 | P-6 | 0.00 | NM | 10 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | - 2222-- | | 8 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | 2----- | | 2 | | | | \$150.00 | | 0.00 | | | |



KNXV

Print Date: 09/25/12

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Contract / Revision **304402** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11366**

| | | | | | | | | | | | | | | Totals | |
|------------------------------------|-----------|-------------------|-----------------|---------------------------------|-------|-----------------------|-----------------|---------------|-------------------|-----------------------|-----|---------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 3 | KNXV | 10/09/12 | 10/09/12 | M-F 10am-11am The View | CM | 10am-11am | -T----- | :30 | 1 | \$300.00 | P-6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| 4 | KNXV | 10/09/12 | 10/14/12 | M-F 12pm-1pm The Chew | CM | 12pm-1pm | --1-1-- | :30 | 2 | \$150.00 | P-6 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --1-1-- | | | | | 2 | \$150.00 | | 0.00 | | | |
| 5 | KNXV | 10/11/12 | 10/15/12 | M-F 2pm-3pm General Hospital | CM | 2pm-3pm | 1--1--- | :30 | 2 | \$200.00 | P-6 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ---1--- | | | | | 1 | \$200.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| 6 | KNXV | 10/09/12 | 10/15/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | 11111-- | :30 | 5 | \$300.00 | P-6 | 0.00 | NM | 5 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | | | 4 | \$300.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| 7 | KNXV | 10/09/12 | 10/15/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | 11111-- | :30 | 5 | \$250.00 | P-6 | 0.00 | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | | | 4 | \$250.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| 8 | KNXV | 10/09/12 | 10/15/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | 11111-- | :30 | 5 | \$400.00 | P-6 | 0.00 | NM | 6 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1211-- | | | | | 5 | \$400.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| E 9 | KNXV | 10/09/12 | 10/15/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | 11111-- | :30 | 5 | \$500.00 | P-6 | 0.00 | NM | 6 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | | | 4 | \$500.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KNXV | 10/08/12-10/14/12 | | M-F 6pm-630pm | | 6pm-630pm | -TWThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 9.6,9.7 | | | | | | | | | | | | | | | |
| [program change preempt rv 9/6] | | | | | | | | | | | | | | | |
| 6 | KNXV | 10/11/12-10/11/12 | | Prime News | | 8p-9p | ---Th----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 10.3,9.3 | | | | | | | | | | | | | | | |
| 7 | KNXV | 10/11/12-10/11/12 | | Prime News | | 8p-9p | ---Th----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 10.3,9.3 | | | | | | | | | | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 10 | KNXV | 10/09/12 | 10/15/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | 11111-- | :30 | 5 | \$500.00 | P-6 | 0.00 | NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | | | 4 | \$500.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KNXV | 10/08/12-10/14/12 | | M-F 630pm-7pm | | 630pm-7pm | -TWThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 9.6,9.7 | | | | | | | | | | | | | | | |
| [program change na preempt rv 9/6] | | | | | | | | | | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| 11 | KNXV | 10/15/12 | 10/15/12 | Monday Prime C Castle | CM | 9pm-10pm | 1----- | :30 | 1 | \$4,000.00 | P-6 | 0.00 | NM | 1 | \$4,000.00 |



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Print Date: 09/25/12

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Contract / Revision **304402** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11366**

| | | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|----------------------------------|--------------------|-----------------------|-------------------|-----------------|---------------|-------------------------|------------|-------------|---------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 11 | KNXV | 10/15/12 | 10/15/12 | Monday Prime C Castle | CM | 9pm-10pm | 1----- | :30 | 1 | \$4,000.00 | P-6 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | 1 | | | \$4,000.00 | | | 0.00 | | |
| 12 | KNXV | 10/09/12 | 10/09/12 | Tuesday Prime C Private Prattice | CM | 9pm-10pm | -1----- | :30 | 1 | \$2,500.00 | P-6 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -1----- | | | 1 | | | \$2,500.00 | | | 0.00 | | |
| E 13 | KNXV | 10/11/12 | 10/11/12 | Thursday Prime B Grey's Anatomy | CM | 8pm-9pm | ---T--- | :30 | 1 | \$5,000.00 | P-6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | | | 1 | | | \$5,000.00 | | | 0.00 | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | KNXV | 10/08/12-10/14/12 | Thursday Prime B | 8pm-9pm | | ---Th---- | :30 | (\$5,000.00) | 0.00 | NM | | | |
| | | Credited | | | | | | | | | | | | | |
| 14 | KNXV | 10/12/12 | 10/12/12 | Friday Prime A Shark Tank | CM | 7pm-8pm | ----F-- | :30 | 1 | \$1,000.00 | P-6 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | 1 | | | \$1,000.00 | | | 0.00 | | |
| 15 | KNXV | 10/09/12 | 10/15/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | 11111-- | :30 | 5 | \$600.00 | P-6 | 0.00 | NM | 5 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | 4 | | | \$600.00 | | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | 1 | | | \$600.00 | | | 0.00 | | |
| 16 | KNXV | 10/13/12 | 10/13/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$300.00 | P-6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | 1 | | | \$300.00 | | | 0.00 | | |
| 17 | KNXV | 10/14/12 | 10/14/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----1 | :30 | 1 | \$600.00 | P-6 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -----1 | | | 1 | | | \$600.00 | | | 0.00 | | |
| 18 | KNXV | 10/09/12 | 10/15/12 | Nightline Nightline | CM | 1035pm-1102pm | 11111-- | :30 | 5 | \$250.00 | P-6 | 0.00 | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | 4 | | | \$250.00 | | | 0.00 | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | 1 | | | \$250.00 | | | 0.00 | | |

*Tax 1 Note: Tax 0.5%.

Totals 61 \$26,050.00